Create account Log in

Article Talk Read Edit View history Search

WIKIPEDIA
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Navigation
Main page
Contents
Featured content
Current events
Random article
Donate to Wikipedia
Wikimedia Shop

Interaction
Help
About Wikipedia
Community portal
Recent changes
Contact page

Tools
What links here
Related changes
Upload file
Special pages
Permanent link
Page information
Wikidata item
Cite this page

Print/export
Create a book
Download as PDF
Printable version

Languages
Català
Dansk
Español
Euskara
Français
한국어
Bahasa Indonesia
Nederlands
Norsk bokmål
Norsk nynorsk
Português
Русский
中文
Edit links

Metro International

From Wikipedia, the free encyclopedia
(Redirected from Metronews)

For other newspapers with the same name, see Metro (disambiguation).

Metro International

Type	Public (OMX: MTROA , (OMX: MTROB)
Founded	1995
Website	www.metro.lu

Metro International is a Swedish media company based in Luxembourg that publishes the *Metro* newspapers. Metro International's advertising sales have grown at a compound annual growth rate of 41% since launch of the first newspaper edition in 1995.[1] It is a freesheet, meaning that distribution is free, with revenues thus generated entirely through advertising. This newspaper is primarily intended for commuters who move daily in and out of big cities' business areas, mainly during rush hours.

The company was founded by Per Andersson and started as a subsidiary of the Modern Times Group along with Viasat Broadcasting. It is now controlled through investment company Kinnevik. The first edition of the newspaper was published as *Metro Stockholm* and distributed in the Stockholm metro. As of 2012, all European editions (except for the Hungarian one) have been sold, reportedly so that Metro International can focus on Latin America, considered the last growth market for free newspapers.[2][3]

Contents

1 *Metro* newspapers
1.1 Timeline of *Metro* editions
2 *Metro* editions by region
2.1 Europe
2.2 North America
2.3 South America and Caribbean
2.4 Asia
3 See also
4 References
5 External links

Metro newspapers [edit]

As of October 2009, there were 56 daily editions in 15 languages and in 19 countries across Europe, North and South America, and Asia, for an audience of more than 17 million daily readers and 37 million weekly readers.[1]

The Dutch *Amsterdam Metro* from 31 August 2007

Metro newspaper editions are distributed in high-traffic commuter zones or in public transport networks, via a combination of self-service racks and by hand distributors on weekdays. Saturday editions are published in Stockholm, Santiago, São Paulo, and Lima. The distribution points are located either in or around public transport networks (subways, trains, buses, trams), office buildings, retail outlets, at key distribution points on busy streets, or in other high-density population areas such as college campuses.

Metro International launched several editions in Canada during 2000, leading to the creation of several commuter newspaper competitors, such as Sun Media's *24 Hours*.

The local name of the *Metro* newspaper editions may vary due to trademark issues. Peruvian, Chilean, and Mexican editions are called *Publimetro*, and the Spanish edition is named *Metro Directo*.

Not all newspapers named *Metro* are part of the Metro International group. Associated Newspapers publishes another freesheet called *Metro* in twelve areas around Britain. This UK *Metro* is not related to Metro International, which used the name *Morning News* for its (now defunct) freesheet distributed there. However, Metro International and Associated Metro do collaborate on the Dublin *Metro Herald* newspaper (launched 10 October 2005), which they both own a third of, along with *The Irish Times*. The Dublin Metro newspaper uses the Associated Metro logo and format, however.[4] It is reported that Metro International has plans to launch a rival free evening newspaper in London.[*citation needed*]

There are also other examples of newspapers named *Metro* that are not part of the Metro International Group. In Belgium, Mass Transit Media, a joint venture of Concentra and Rossel, publishes the free daily newspaper *Metro*. In California, *Metro Silicon Valley* is a free weekly newspaper which was founded in 1985. Neither of these newspapers have links to Metro International.

Timeline of *Metro* editions [edit]

This section **is incomplete**.
(February 2009)

- *Metro* was first launched in Stockholm on 13 February 1995.
- A German-language edition is published in Switzerland by Metro Publication (Schweiz) AG under the name *Metropol* on 31 January 2000 as a direct competitor to *20 Minuten*. The newspaper ceased publication without announcement on 13 February 2002.
- In 2000, a Spanish edition named *Publimetro* is published in Buenos Aires, Argentina, with a circulation of 390,000.[5] Facing competition from the free daily *La Razon* published by Grupo Clarin, *Publimetro* is suspended indefinitely a year later.[6]
- A weekly magazine named *Metropop* starts publication in Hong Kong on 27 April 2006 (published on Thursdays).
- At the end of 2006, Metro started a dedicated technology paper, Metro Teknik (English section)[7] which is distributed weekly to companies, science parks, and technical universities around Sweden.
- Due to financial difficulties in the press sector in general, and the free press in particular, Metro International closed down its Polish edition on 5 January 2007. Earlier, the Danish afternoon version of the newspaper was closed down, and the business in Finland was sold.
- As of October 2008, the Croatian *Metro* edition was also cancelled, due to disappointing advertorial income.
- As of 29 January 2009, Metro International closed down its Spanish operations.
- In 2009, Metro sold its US papers.[8]
- As of 31 May 2012, Metro International was delisted from the NASDAQ OMX Stockholm stock exchange.[9]

Metro editions by region [edit]

Europe [edit]

In addition to having national editions in Czech Republic, Denmark, Greece, Hungary, Italy, Finland, France, the Netherlands, Portugal, Russia, and Sweden (*Metro*), city editions of *Metro* are published in many major cities.

Note: Belgium has a bilingual free newspaper with the same name, but it is not owned by Metro International.

North America [edit]

- **Canada**: Metro's Canadian newspapers were launced in 2000 and were originally published by joint ventures with Canadian companies to comply with Canadian media laws. Metro International sold 40% of its 50% share in most of the English-Canadian papers to Torstar Corporation[10] though they retain the Metro masthead and layout. The 2000 launch of *Metro* in Toronto sparked a newspaper war as the daily *Toronto Star* and *Toronto Sun* both scrambled to put out their own free giveaway versions aimed at commuters. The Toronto edition of *Metro* merged with its Torstar rival *GTA Today* in 2001.[11]
- **Mexico**: *Metro* is published in Guadalajara, Mexico City, and Monterrey
- **United States**: *Metro* is published in Boston, New York (*Metro New York*), Philadelphia (*Philadelphia Metro*) and Puerto Rico (See Caribbean, below.)

South America and Caribbean [edit]

- **Brazil**: *Metro* is published in major conurbations such as Belo Horizonte, Brasília, Porto Alegre, Rio de Janeiro, Campinas, Santos, and São Paulo.
- **Chile**: *Metro* is published in major conurbations such as Concepción, Rancagua, Santiago, Talcahuano, and Valparaíso
- **Colombia**: *Metro* is published in Bogota
- **Ecuador**: *Metro* is published in Guayaquil and Quito
- **Peru**: *Metro* is published in Lima
- **Guatemala**: *Metro* is published in Guatemala City
- **Nicaragua**: *Metro* is published in Managua
- **Puerto Rico**: *Metro* is published in Puerto Rico

Asia [edit]

- **Hong Kong**: This edition is known as *Metropolis Daily* in English
- **Republic of Korea (South Korea)**: *Metro* is published in Busan and Seoul

See also [edit]

- List of newspapers in Canada
- List of newspapers in the Czech Republic

References [edit]

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10. ^ Metro International Annual Report 2011, p. 6, 35 http://www.metro.lu/files/2011%20Annual%20Report.pdf
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External links [edit]

- Official website

Wikimedia Commons has media related to ***Metro (newspaper)***.

Journalism portal

v· t· e·	**Kinnevik Group**
Listed Companies	Kinnevik (OMX: KINV B) · Millicom International Cellular (OMX: MIC SDB) · Tele2 (OMX: TEL2 B) · Modern Times Group (OMX: MTG A , MTG B) · Transcom WorldWide (OMX: TWW SDB A , TWW SDB B) · BillerudKorsnäs (OMX: BILL) · CDON (OMX: CDON) · Black Earth Farming (OMX: BEF SDB) ·
Brands and Subsidiaries	Viasat · Strix · Comviq · **Metro International** · Tigo · NuComm International · Mellersta Sveriges Lantbruks AB ·
Former Holdings	Vodafone[1] · SES S.A. · Sandvik · Invik[2] · Fagersta[2] ·
People	Jan Stenbeck · Hugo Stenbeck · Cristina Stenbeck · Margaretha af Ugglas · Wilhelm Klingspor · Robert von Horn · Mia Brunell Livfors · Hans-Holger Albrecht ·

[1] *Millicom was co-founder in 1982, owning 15%.* [2] *Merged with Kinnevik in reverse acquisition transactions.*

Category

Categories: Companies established in 1995 | Companies of Sweden | Newspaper companies | Free daily newspapers | Stenbeck family

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